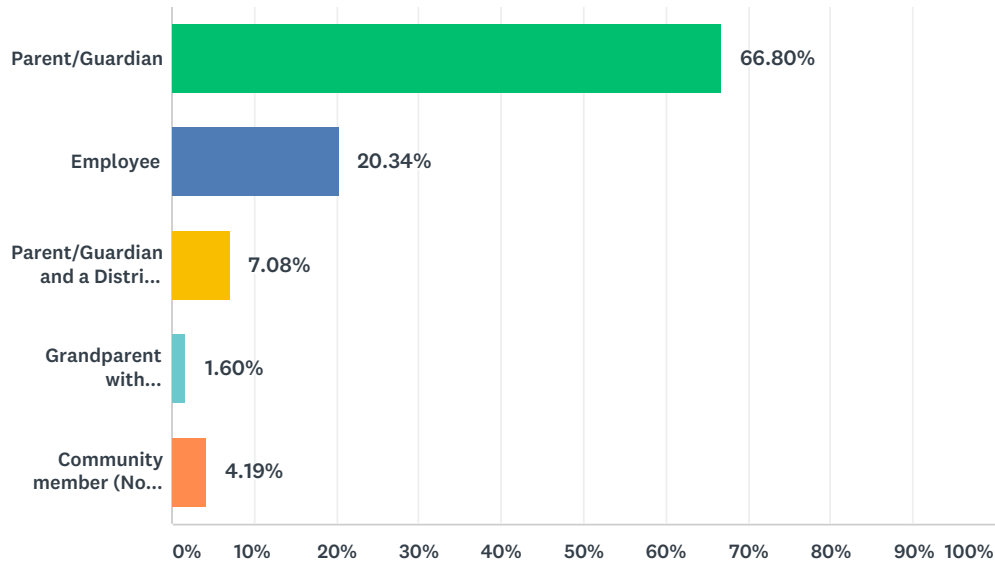


Q1 I would classify myself as a... (you may choose only one)

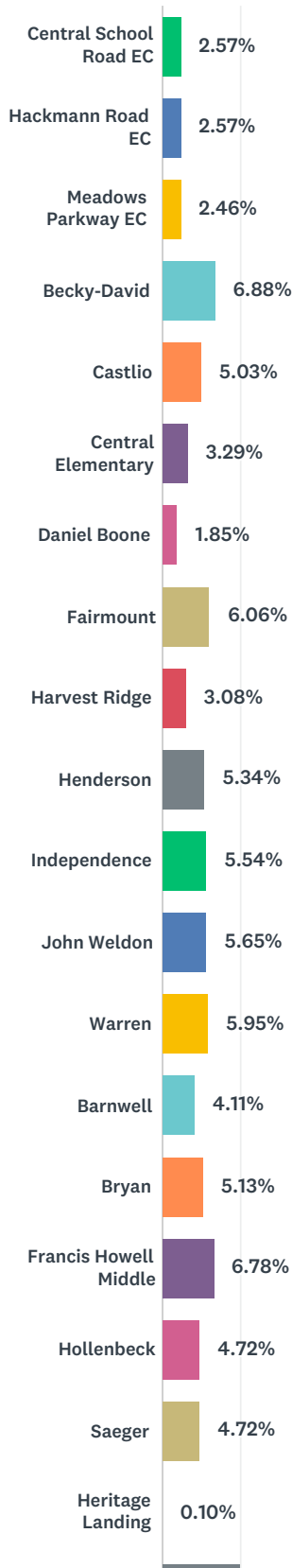
Answered: 1,003 Skipped: 1



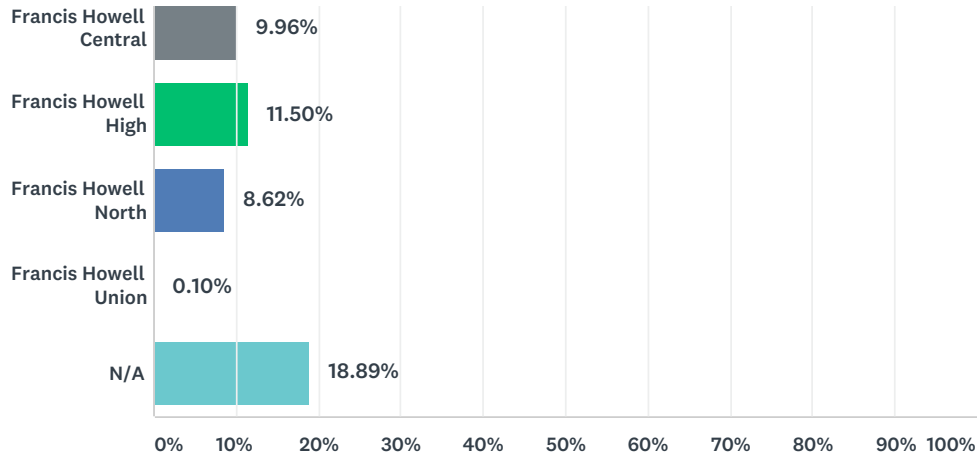
ANSWER CHOICES	RESPONSES	
Parent/Guardian	66.80%	670
Employee	20.34%	204
Parent/Guardian and a District employee	7.08%	71
Grandparent with grandchildren in the District	1.60%	16
Community member (No children in the District)	4.19%	42
TOTAL		1,003

Q2 I have children that attend the following schools... (select all that apply)

Answered: 974 Skipped: 30



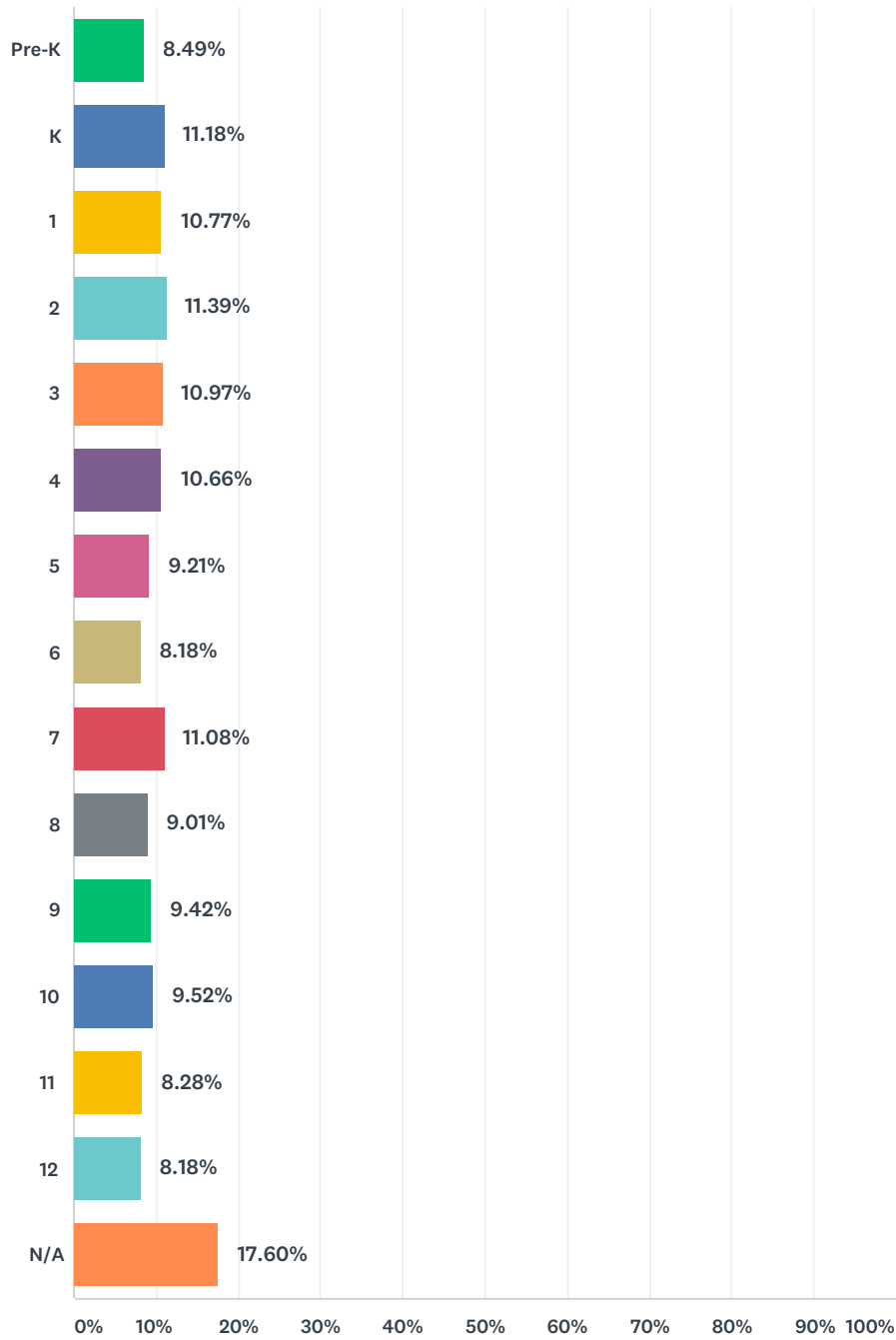
FHSD Communications Survey 2017-2018



ANSWER CHOICES	RESPONSES	
Central School Road EC	2.57%	25
Hackmann Road EC	2.57%	25
Meadows Parkway EC	2.46%	24
Becky-David	6.88%	67
Castlio	5.03%	49
Central Elementary	3.29%	32
Daniel Boone	1.85%	18
Fairmount	6.06%	59
Harvest Ridge	3.08%	30
Henderson	5.34%	52
Independence	5.54%	54
John Weldon	5.65%	55
Warren	5.95%	58
Barnwell	4.11%	40
Bryan	5.13%	50
Francis Howell Middle	6.78%	66
Hollenbeck	4.72%	46
Saeger	4.72%	46
Heritage Landing	0.10%	1
Francis Howell Central	9.96%	97
Francis Howell High	11.50%	112
Francis Howell North	8.62%	84
Francis Howell Union	0.10%	1
N/A	18.89%	184
Total Respondents: 974		

Q3 What is/are your child(ren)'s grade level(s)? (select all that apply)

Answered: 966 Skipped: 38



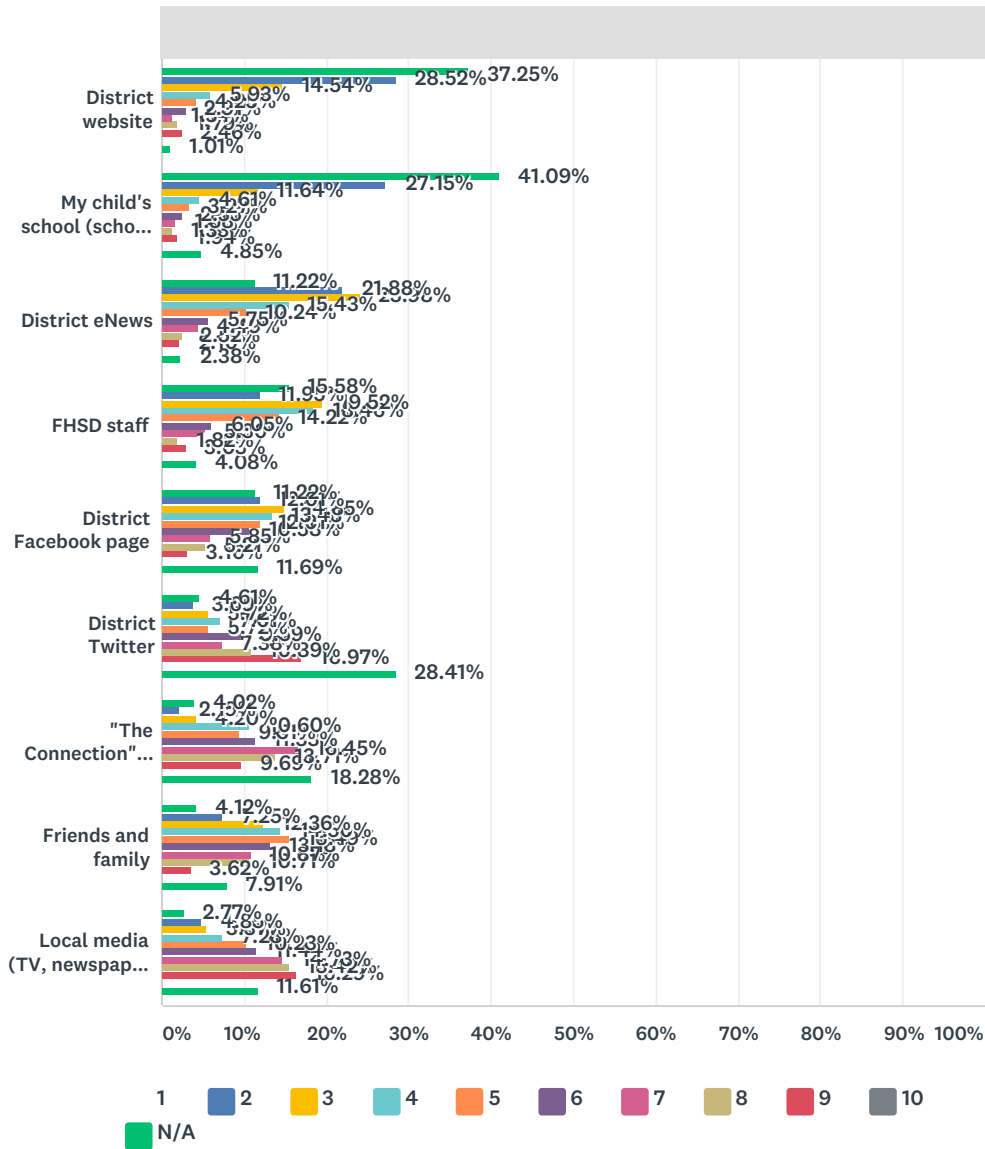
ANSWER CHOICES	RESPONSES	
Pre-K	8.49%	82
K	11.18%	108
1	10.77%	104
2	11.39%	110
3	10.97%	106

FHSD Communications Survey 2017-2018

4	10.66%	103
5	9.21%	89
6	8.18%	79
7	11.08%	107
8	9.01%	87
9	9.42%	91
10	9.52%	92
11	8.28%	80
12	8.18%	79
N/A	17.60%	170
Total Respondents: 966		

Q4 When looking for information about the Francis Howell School District, I usually go to... (in order of preference)

Answered: 981 Skipped: 23



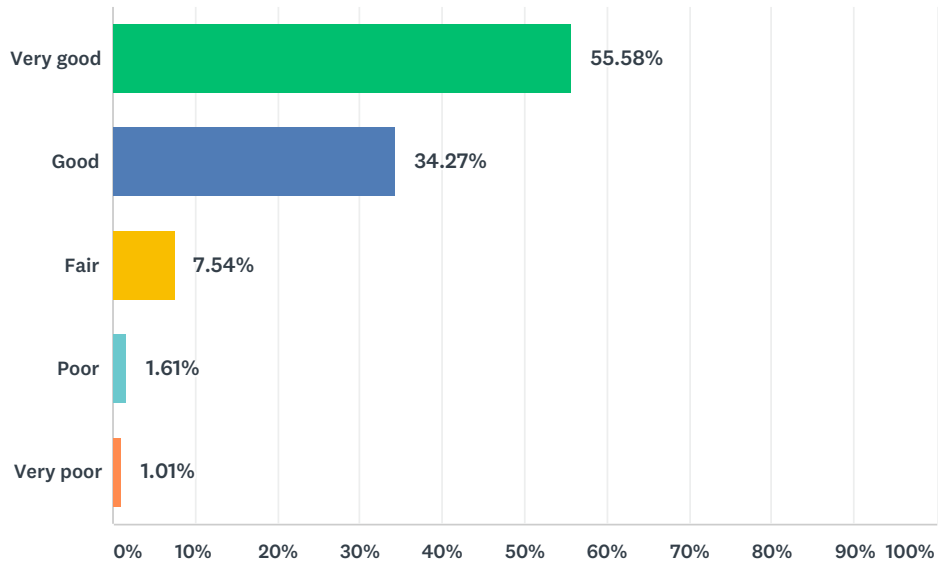
(no label)	1	2	3	4	5	6	7	8	9	10	N/A	TOTAL
District website	37.25%	28.52%	14.54%	5.93%	4.25%	2.91%	1.34%	1.79%	2.46%	0.00%	1.01%	894
My child's school (school website/social media, and/or school publications)	41.09%	27.15%	11.64%	4.61%	3.27%	2.55%	1.58%	1.33%	1.94%	0.00%	4.85%	825
District eNews	11.22%	21.88%	23.98%	15.43%	10.24%	5.75%	4.49%	2.52%	2.10%	0.00%	2.38%	713

FHSD Communications Survey 2017-2018

FHSD staff	15.58% 103	11.95% 79	19.52% 129	18.46% 122	14.22% 94	6.05% 40	5.30% 35	1.82% 12	3.03% 20	0.00% 0	4.08% 27	661
District Facebook page	11.22% 71	12.01% 76	14.85% 94	13.43% 85	12.01% 76	10.58% 67	5.85% 37	5.21% 33	3.16% 20	0.00% 0	11.69% 74	633
District Twitter	4.61% 25	3.69% 20	5.72% 31	7.01% 38	5.72% 31	9.59% 52	7.38% 40	10.89% 59	16.97% 92	0.00% 0	28.41% 154	542
"The Connection" newsletter	4.02% 22	2.19% 12	4.20% 23	10.60% 58	9.51% 52	11.33% 62	16.45% 90	13.71% 75	9.69% 53	0.00% 0	18.28% 100	547
Friends and family	4.12% 25	7.25% 44	12.36% 75	14.50% 88	15.49% 94	13.18% 80	10.87% 66	10.71% 65	3.62% 22	0.00% 0	7.91% 48	607
Local media (TV, newspaper, website)	2.77% 16	4.85% 28	5.37% 31	7.28% 42	10.23% 59	11.44% 66	14.73% 85	15.42% 89	16.29% 94	0.00% 0	11.61% 67	577

Q5 How good is the District at communicating emergency information?

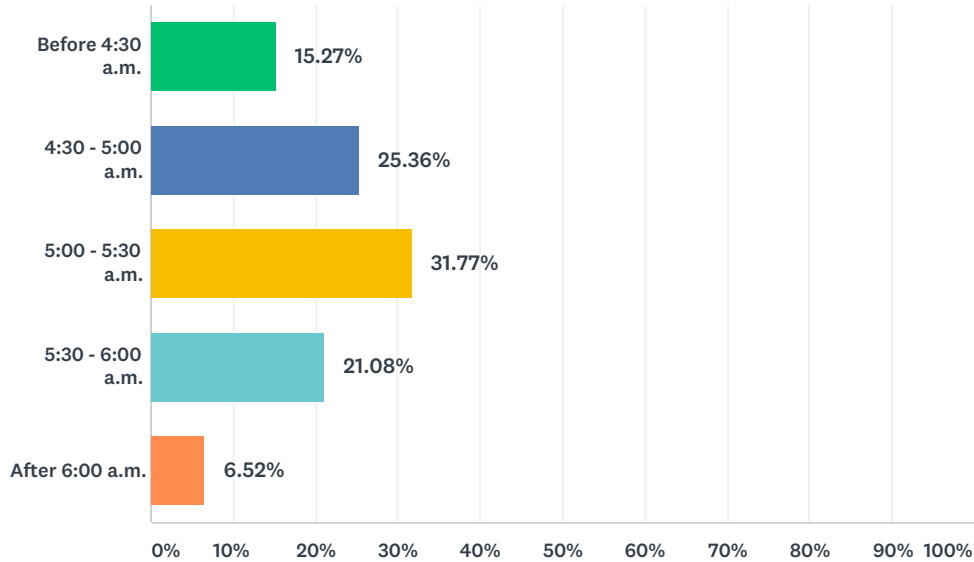
Answered: 995 Skipped: 9



ANSWER CHOICES	RESPONSES	
Very good	55.58%	553
Good	34.27%	341
Fair	7.54%	75
Poor	1.61%	16
Very poor	1.01%	10
TOTAL		995

Q6 FHSD sends out automated phone calls, emails, and texts to parents and staff with important information. When the District is closed due to inclement weather, when would you prefer to receive that call/email/text?

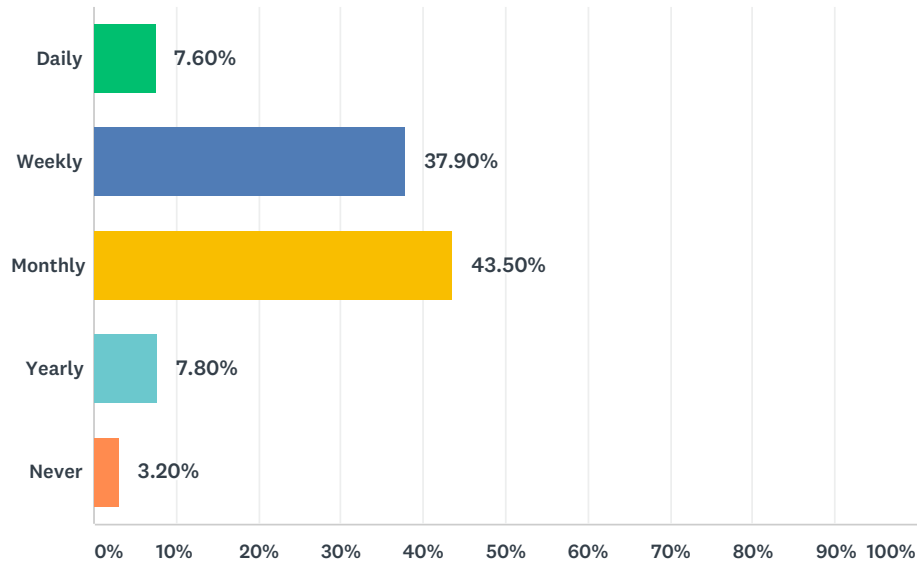
Answered: 982 Skipped: 22



ANSWER CHOICES	RESPONSES	
Before 4:30 a.m.	15.27%	150
4:30 - 5:00 a.m.	25.36%	249
5:00 - 5:30 a.m.	31.77%	312
5:30 - 6:00 a.m.	21.08%	207
After 6:00 a.m.	6.52%	64
TOTAL		982

Q7 How often do you visit the District website?

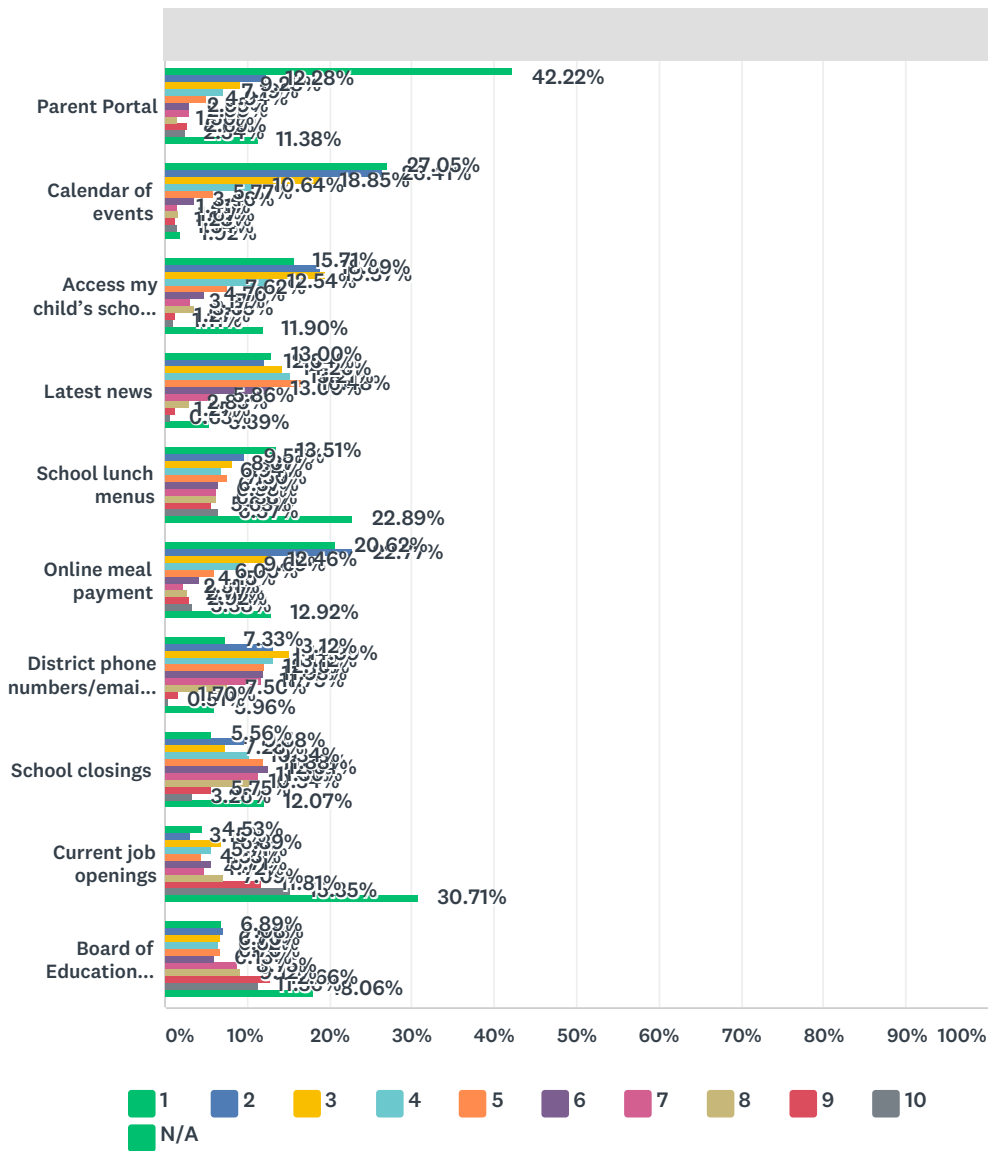
Answered: 1,000 Skipped: 4



ANSWER CHOICES	RESPONSES	
Daily	7.60%	76
Weekly	37.90%	379
Monthly	43.50%	435
Yearly	7.80%	78
Never	3.20%	32
TOTAL		1,000

Q8 What information do you look for on the District website? (in order of preference)

Answered: 940 Skipped: 64



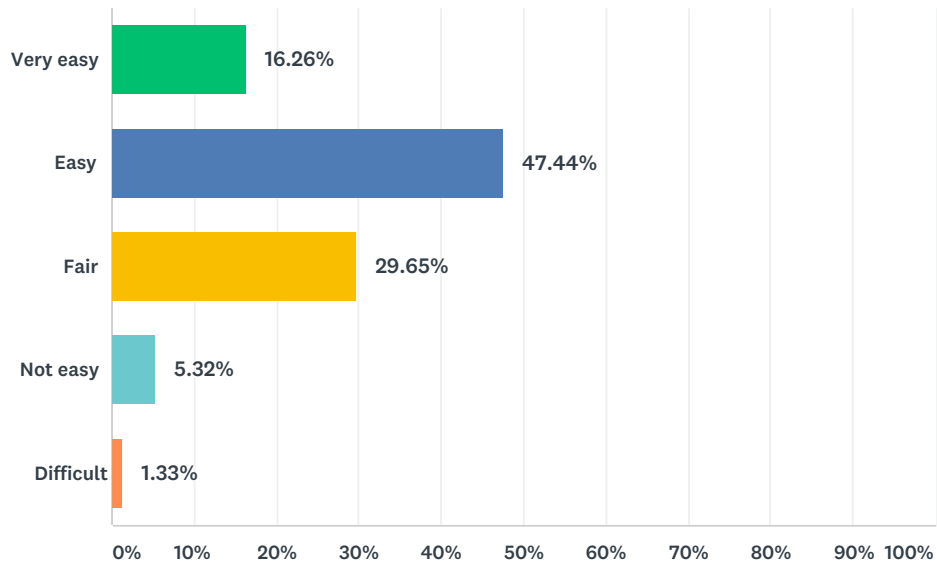
(no label)	1	2	3	4	5	6	7	8	9	10	N/A	TOTAL
Parent Portal	42.22% 282	12.28% 82	9.28% 62	7.19% 48	4.94% 33	2.99% 20	2.99% 20	1.50% 10	2.69% 18	2.54% 17	11.38% 76	66
Calendar of events	27.05% 211	26.41% 206	18.85% 147	10.64% 83	5.77% 45	3.46% 27	1.41% 11	1.67% 13	1.28% 10	1.54% 12	1.92% 15	78
Access my child's school website	15.71% 99	18.89% 119	19.37% 122	12.54% 79	7.62% 48	4.76% 30	3.17% 20	3.65% 23	1.27% 8	1.11% 7	11.90% 75	63
Latest news	13.00% 82	12.04% 76	14.26% 90	15.21% 96	16.48% 104	13.00% 82	5.86% 37	2.85% 18	1.27% 8	0.63% 4	5.39% 34	63
School lunch menus	13.51% 72	9.57% 51	8.07% 43	6.94% 37	7.50% 40	6.57% 35	6.38% 34	6.38% 34	5.63% 30	6.57% 35	22.89% 122	53

FHSD Communications Survey 2017-2018

Online meal payment	20.62% 134	22.77% 148	12.46% 81	9.69% 63	6.00% 39	4.15% 27	2.31% 15	2.77% 18	2.92% 19	3.38% 22	12.92% 84	6%
District phone numbers/email addresses	7.33% 43	13.12% 77	14.99% 88	13.12% 77	12.10% 71	11.93% 70	11.75% 69	7.50% 44	1.70% 10	0.51% 3	5.96% 35	5%
School closings	5.56% 29	9.58% 50	7.28% 38	10.34% 54	11.88% 62	12.64% 66	11.30% 59	10.34% 54	5.75% 30	3.26% 17	12.07% 63	5%
Current job openings	4.53% 23	3.15% 16	6.89% 35	5.71% 29	4.33% 22	5.71% 29	4.72% 24	7.09% 36	11.81% 60	15.35% 78	30.71% 156	5%
Board of Education information	6.89% 37	7.08% 38	6.70% 36	6.52% 35	6.70% 36	6.15% 33	8.75% 47	9.12% 49	12.66% 68	11.36% 61	18.06% 97	5%

Q9 How easy is it to find the information you're looking for on the District website?

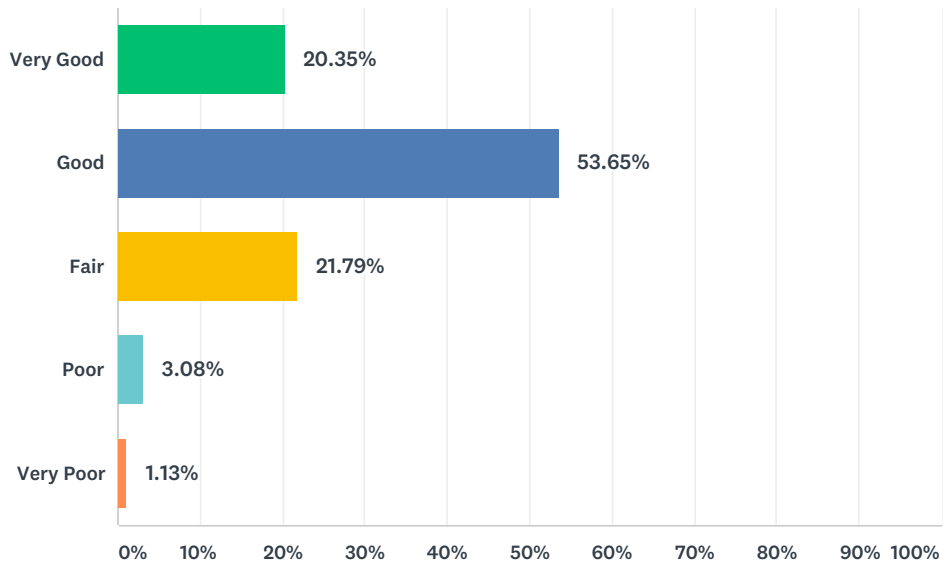
Answered: 978 Skipped: 26



ANSWER CHOICES	RESPONSES	
Very easy	16.26%	159
Easy	47.44%	464
Fair	29.65%	290
Not easy	5.32%	52
Difficult	1.33%	13
TOTAL		978

Q10 FHSD redesigned the District and all school websites for the 2017-18 school year, how would you rate the new websites?

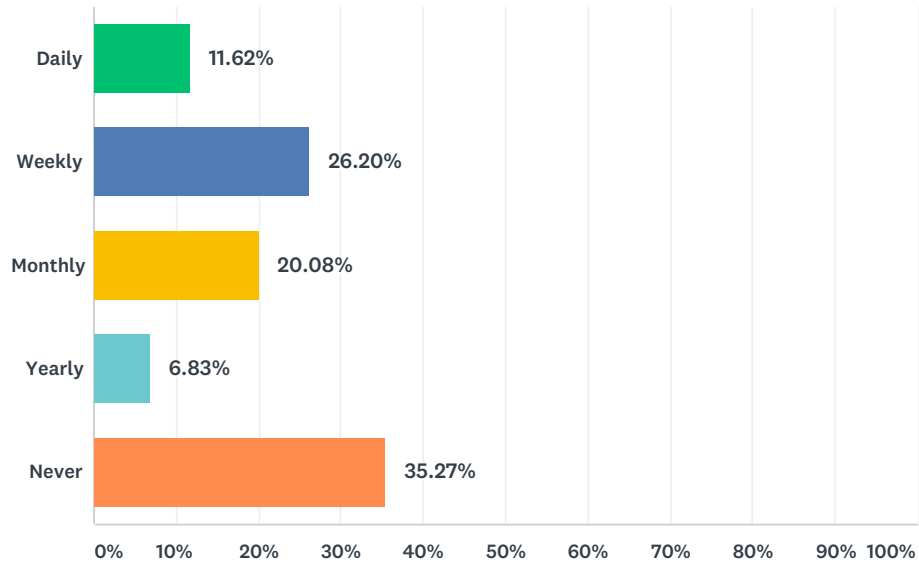
Answered: 973 Skipped: 31



ANSWER CHOICES	RESPONSES	
Very Good	20.35%	198
Good	53.65%	522
Fair	21.79%	212
Poor	3.08%	30
Very Poor	1.13%	11
TOTAL		973

Q11 How often do you use the Parent Portal?

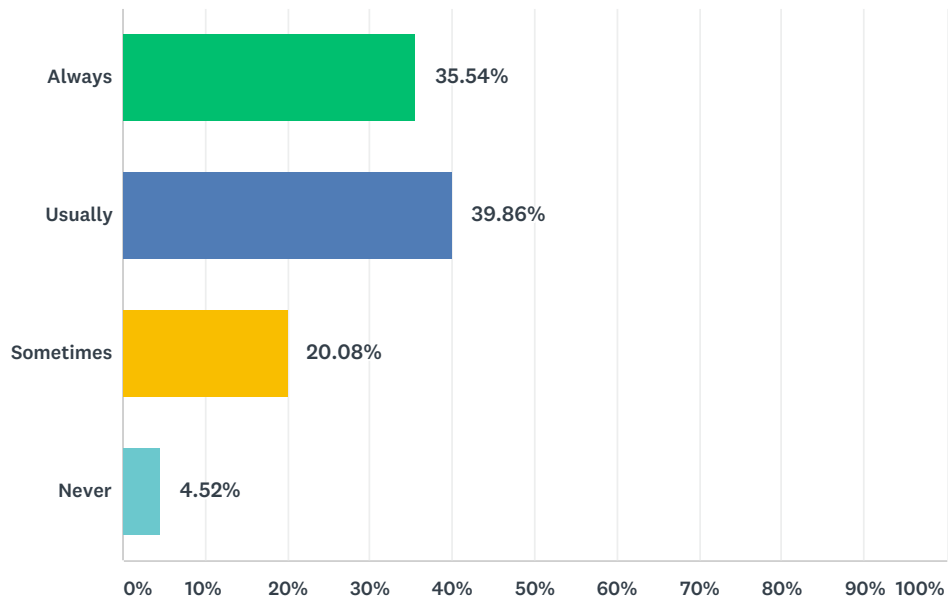
Answered: 981 Skipped: 23



ANSWER CHOICES	RESPONSES	
Daily	11.62%	114
Weekly	26.20%	257
Monthly	20.08%	197
Yearly	6.83%	67
Never	35.27%	346
TOTAL		981

Q12 How often do you read the monthly FHSD eNews?

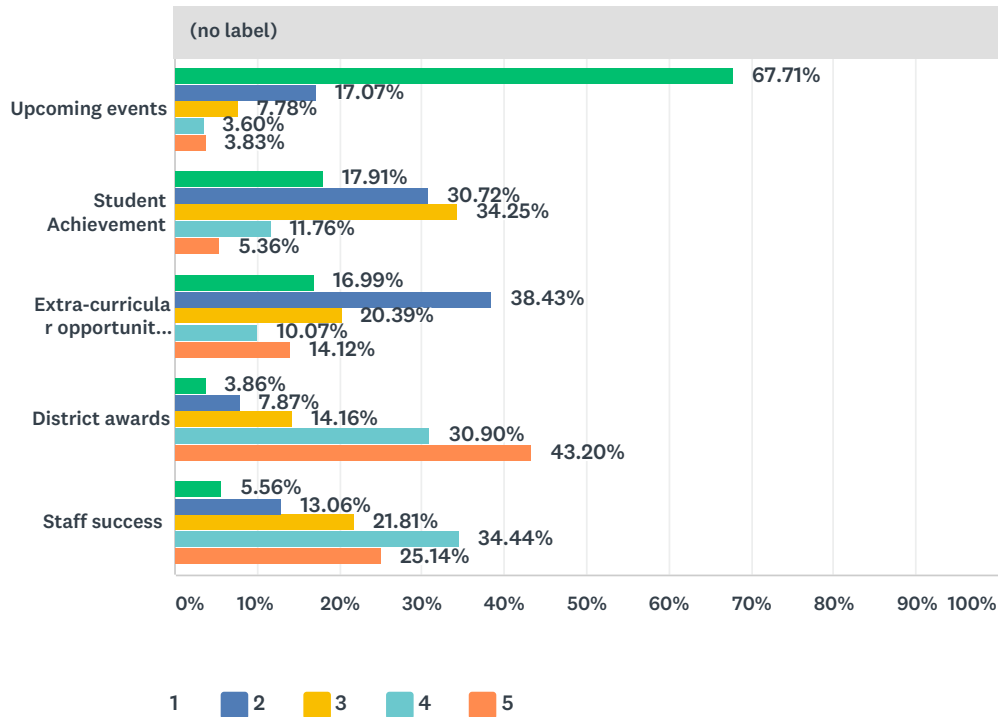
Answered: 996 Skipped: 8



ANSWER CHOICES	RESPONSES	
Always	35.54%	354
Usually	39.86%	397
Sometimes	20.08%	200
Never	4.52%	45
TOTAL		996

Q13 What types of stories would you like to see in the FHSD eNews? (in order of preference)

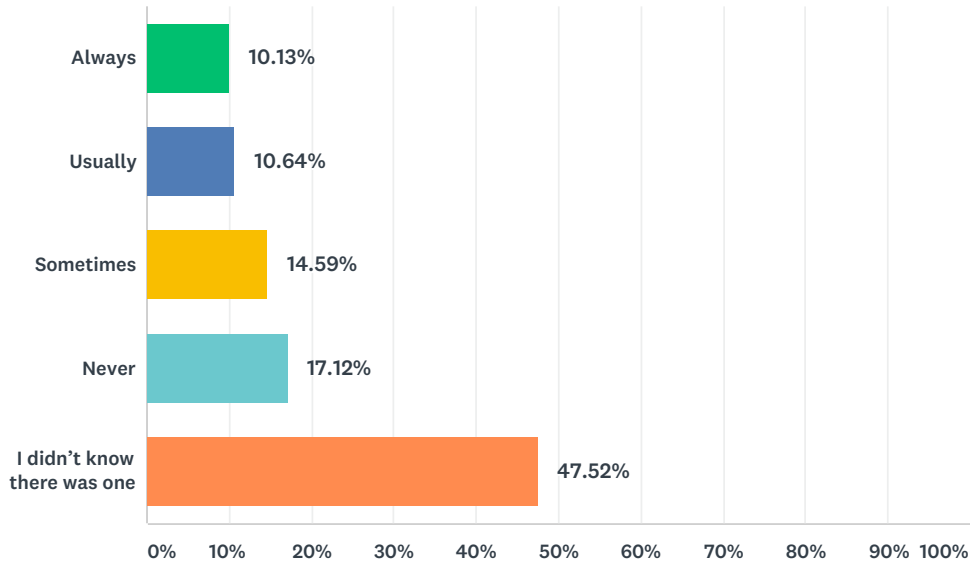
Answered: 892 Skipped: 112



(no label)						
	1	2	3	4	5	TOTAL
Upcoming events	67.71%	17.07%	7.78%	3.60%	3.83%	861
	583	147	67	31	33	
Student Achievement	17.91%	30.72%	34.25%	11.76%	5.36%	765
	137	235	262	90	41	
Extra-curricular opportunities for students	16.99%	38.43%	20.39%	10.07%	14.12%	765
	130	294	156	77	108	
District awards	3.86%	7.87%	14.16%	30.90%	43.20%	699
	27	55	99	216	302	
Staff success	5.56%	13.06%	21.81%	34.44%	25.14%	720
	40	94	157	248	181	

Q14 Since 2015, FHSD has been sending a hard copy newsletter "The Connection," to District residents three times a year in the local values coupon section of the Post-Dispatch. How often do you read The Connection?

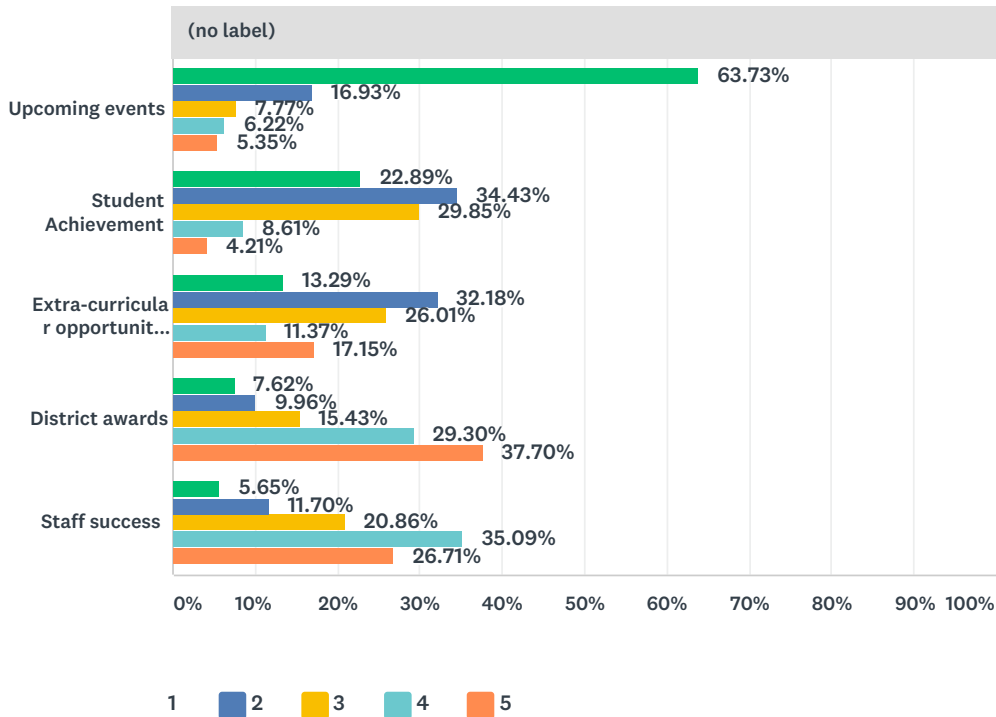
Answered: 987 Skipped: 17



ANSWER CHOICES	RESPONSES	
Always	10.13%	100
Usually	10.64%	105
Sometimes	14.59%	144
Never	17.12%	169
I didn't know there was one	47.52%	469
TOTAL		987

Q15 What types of stories would you like to see in The Connection? (in order of preference)

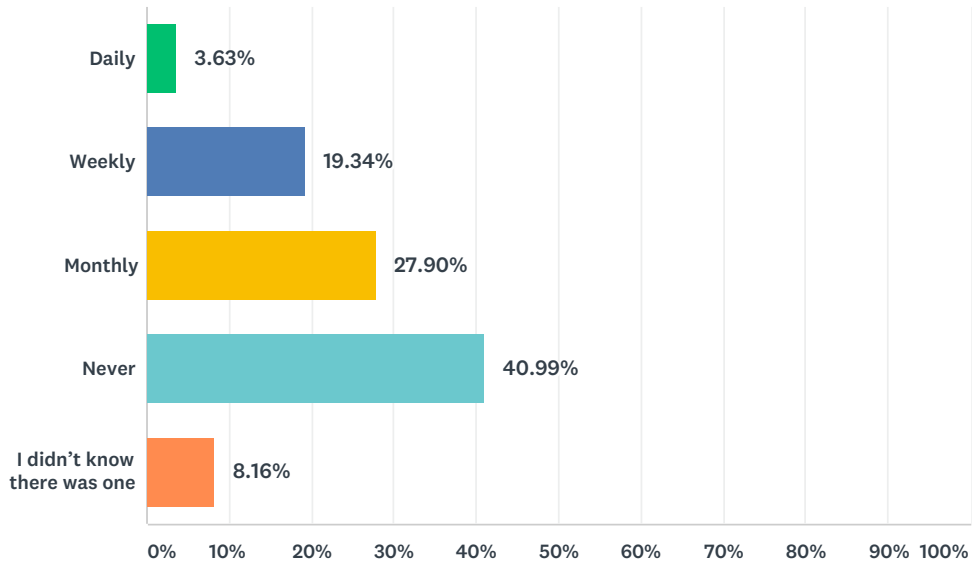
Answered: 606 Skipped: 398



(no label)						
	1	2	3	4	5	TOTAL
Upcoming events	63.73%	16.93%	7.77%	6.22%	5.35%	579
Student Achievement	22.89%	34.43%	29.85%	8.61%	4.21%	546
Extra-curricular opportunities for students	13.29%	32.18%	26.01%	11.37%	17.15%	519
District awards	7.62%	9.96%	15.43%	29.30%	37.70%	512
Staff success	5.65%	11.70%	20.86%	35.09%	26.71%	513

Q16 How often do you visit the District Facebook page?

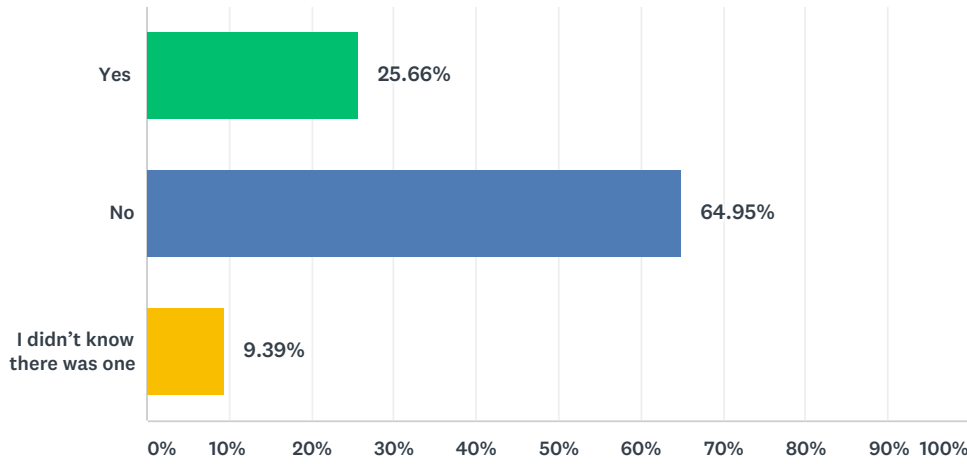
Answered: 993 Skipped: 11



ANSWER CHOICES	RESPONSES	
Daily	3.63%	36
Weekly	19.34%	192
Monthly	27.90%	277
Never	40.99%	407
I didn't know there was one	8.16%	81
TOTAL		993

Q17 Do you follow @FrancisHowell on Twitter?

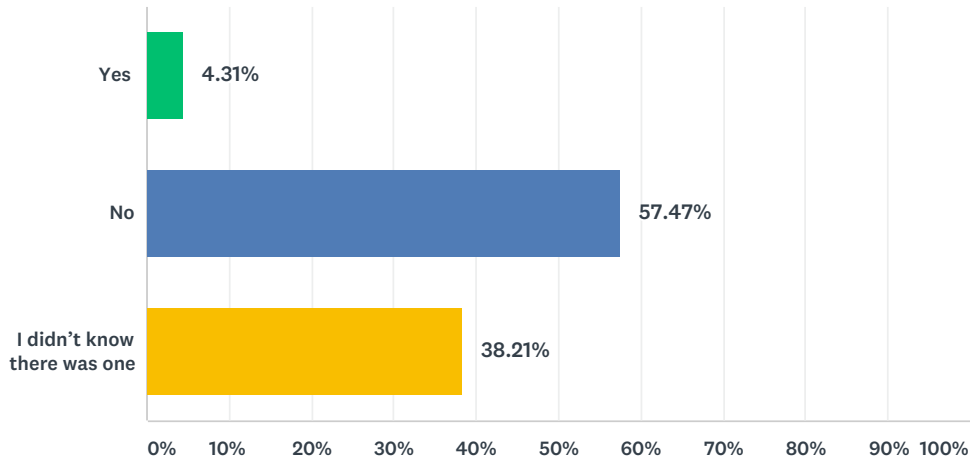
Answered: 990 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	25.66%	254
No	64.95%	643
I didn't know there was one	9.39%	93
TOTAL		990

Q18 Have you subscribed to the FHSD YouTube Channel?

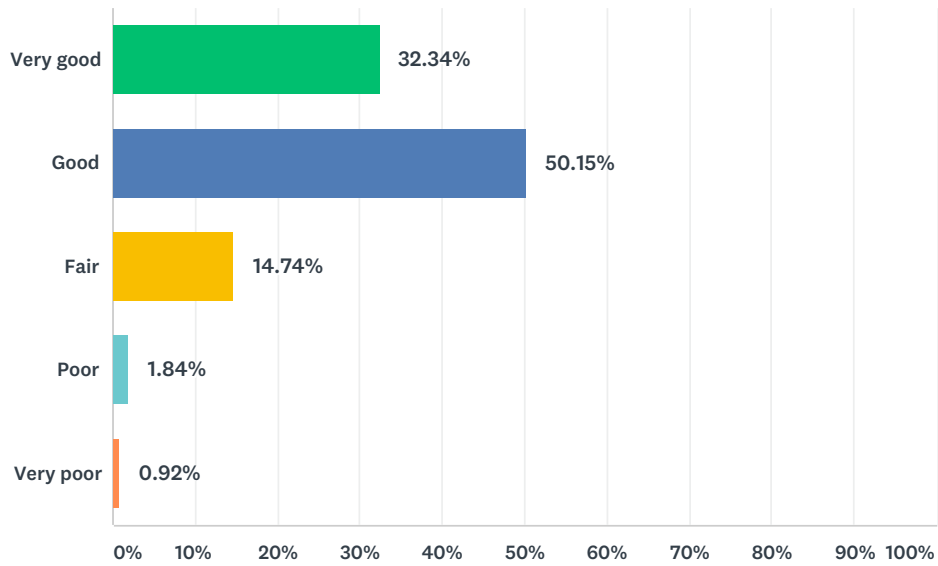
Answered: 997 Skipped: 7



ANSWER CHOICES	RESPONSES	
Yes	4.31%	43
No	57.47%	573
I didn't know there was one	38.21%	381
TOTAL		997

Q19 Overall, how would you rate communication between the District and parents?

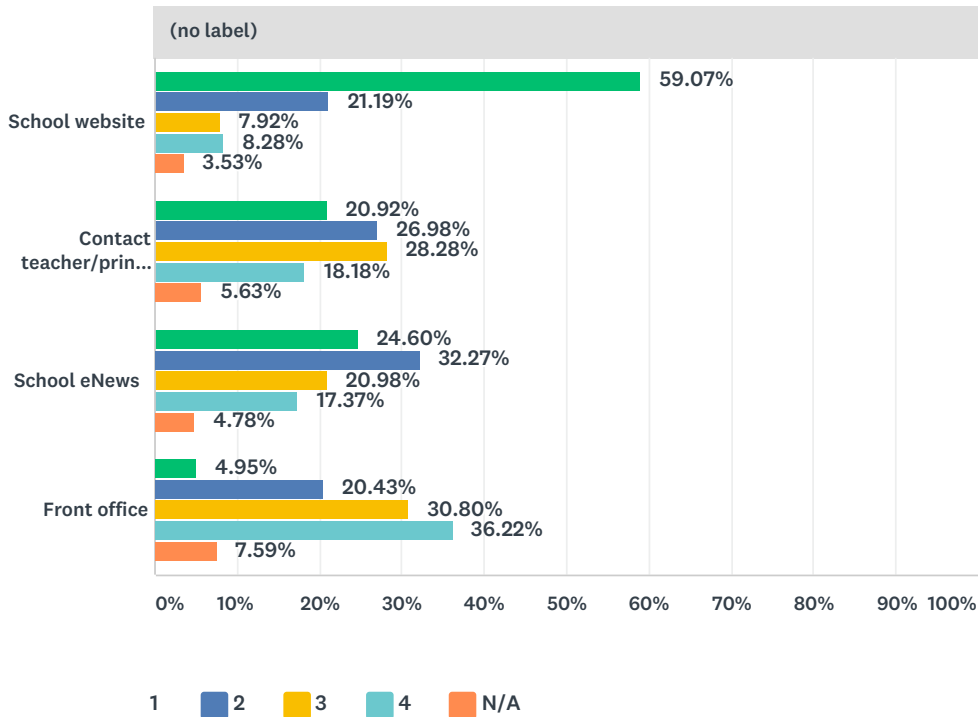
Answered: 977 Skipped: 27



ANSWER CHOICES	RESPONSES	
Very good	32.34%	316
Good	50.15%	490
Fair	14.74%	144
Poor	1.84%	18
Very poor	0.92%	9
TOTAL		977

Q21 When looking for information about my child's school, I usually go to... (in order of preference)

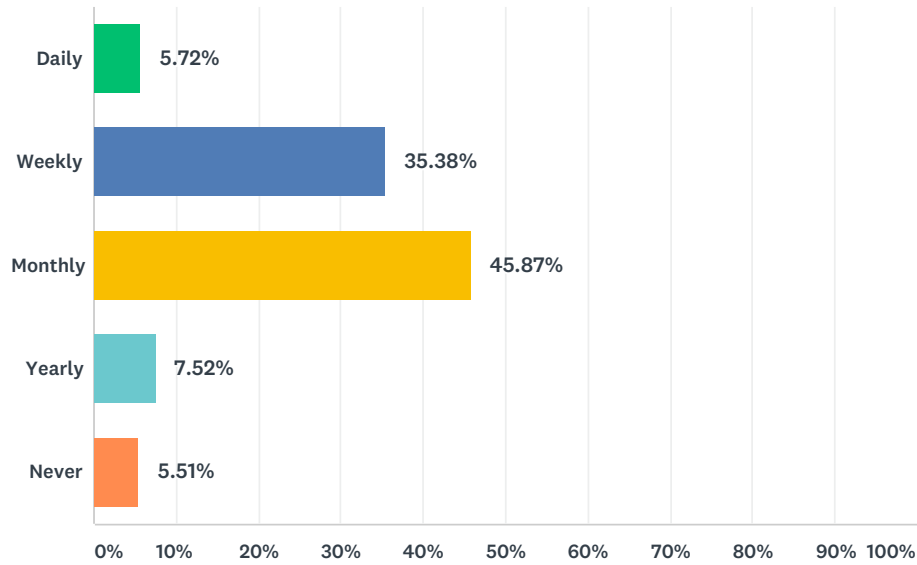
Answered: 857 Skipped: 147



(no label)						
	1	2	3	4	N/A	TOTAL
School website	59.07%	21.19%	7.92%	8.28%	3.53%	821
Contact teacher/principal directly	20.92%	26.98%	28.28%	18.18%	5.63%	693
School eNews	24.60%	32.27%	20.98%	17.37%	4.78%	691
Front office	4.95%	20.43%	30.80%	36.22%	7.59%	646

Q22 How often do you visit the school website?

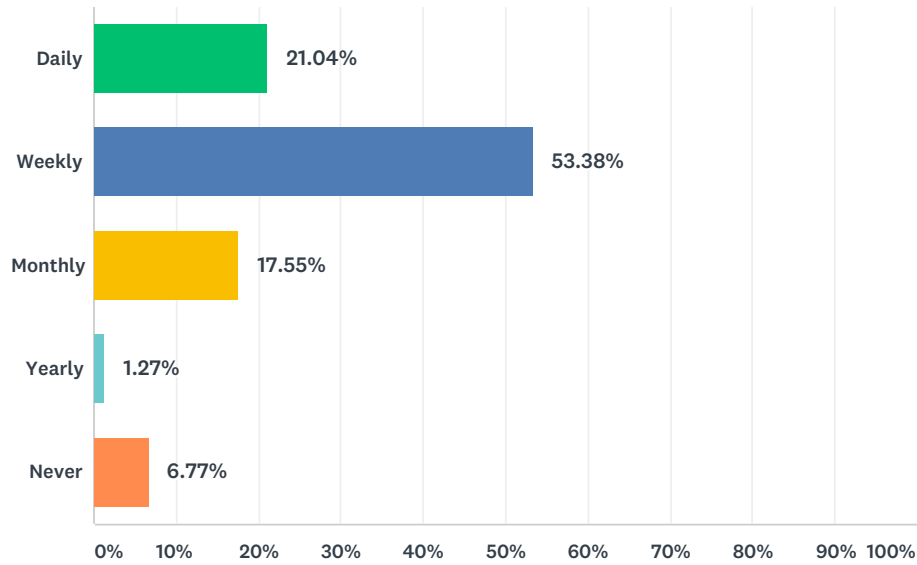
Answered: 944 Skipped: 60



ANSWER CHOICES	RESPONSES	
Daily	5.72%	54
Weekly	35.38%	334
Monthly	45.87%	433
Yearly	7.52%	71
Never	5.51%	52
TOTAL		944

Q23 How often do you read the school eNews?

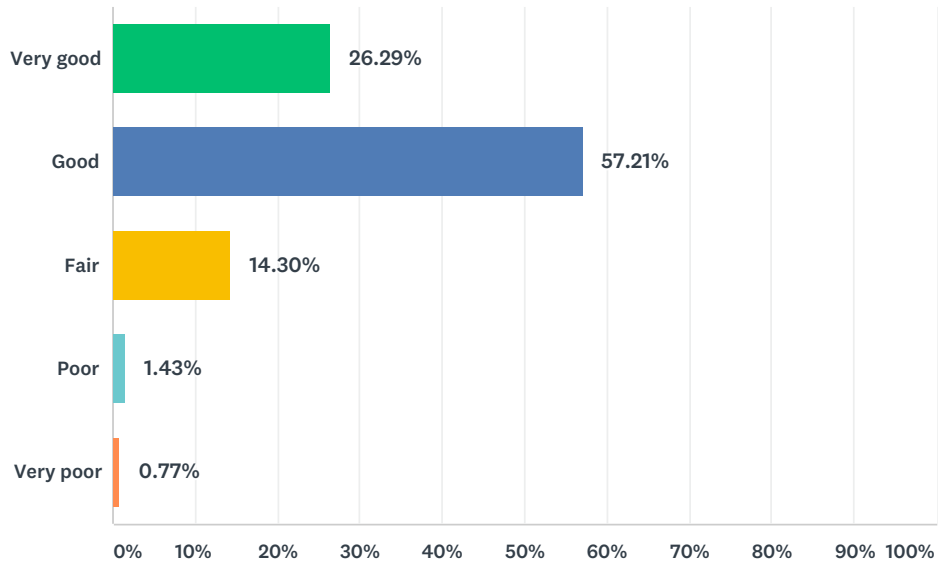
Answered: 946 Skipped: 58



ANSWER CHOICES	RESPONSES	
Daily	21.04%	199
Weekly	53.38%	505
Monthly	17.55%	166
Yearly	1.27%	12
Never	6.77%	64
TOTAL		946

Q24 Generally, the school eNews is...

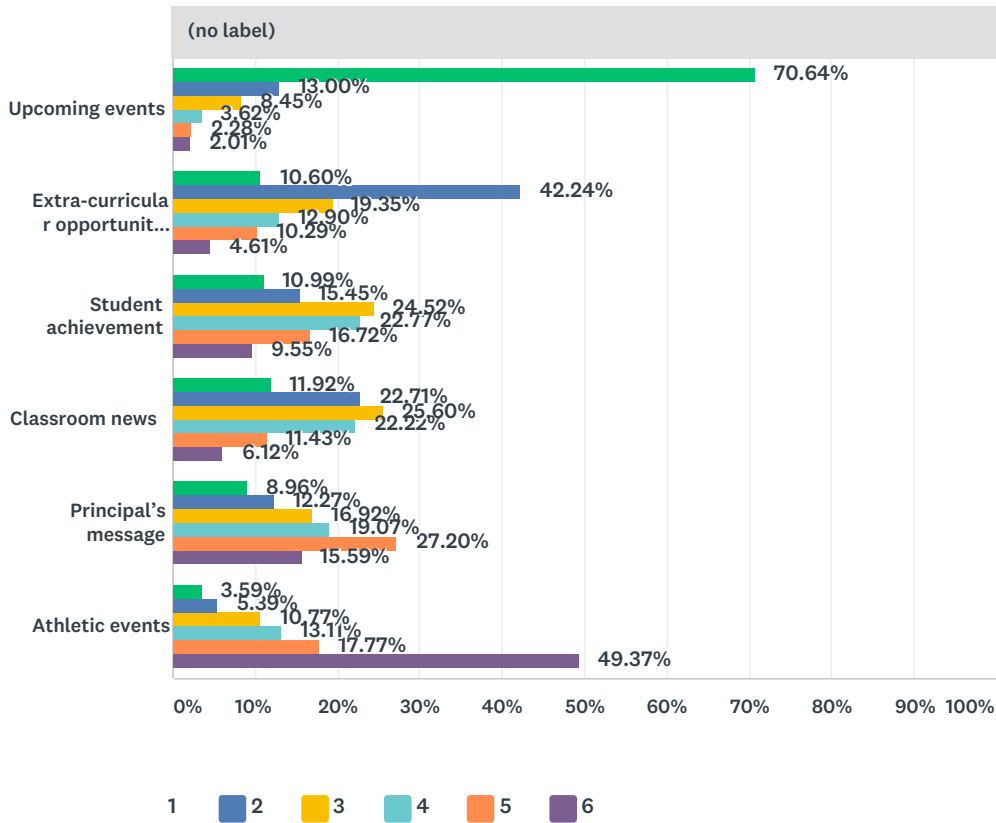
Answered: 909 Skipped: 95



ANSWER CHOICES	RESPONSES	
Very good	26.29%	239
Good	57.21%	520
Fair	14.30%	130
Poor	1.43%	13
Very poor	0.77%	7
TOTAL		909

Q25 What types of stories interest you in the school eNews? (in order of preference)

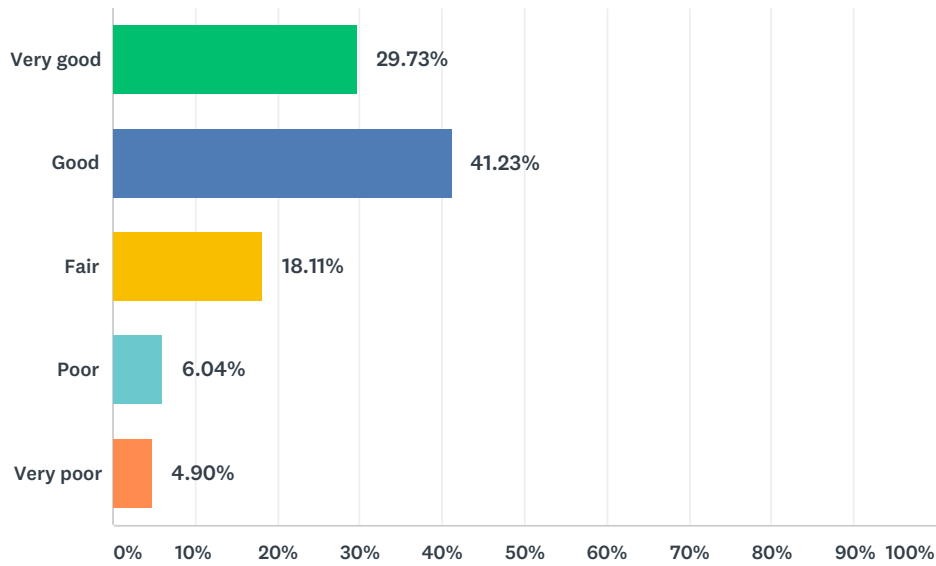
Answered: 767 Skipped: 237



(no label)							
	1	2	3	4	5	6	TOTAL
Upcoming events	70.64%	13.00%	8.45%	3.62%	2.28%	2.01%	746
Extra-curricular opportunities for students	10.60%	42.24%	19.35%	12.90%	10.29%	4.61%	651
Student achievement	10.99%	15.45%	24.52%	22.77%	16.72%	9.55%	628
Classroom news	11.92%	22.71%	25.60%	22.22%	11.43%	6.12%	621
Principal's message	8.96%	12.27%	16.92%	19.07%	27.20%	15.59%	603
Athletic events	3.59%	5.39%	10.77%	13.11%	17.77%	49.37%	557

Q26 The District and individual schools use "Peachjar" to deliver flyers electronically. How would you rate this flyer distribution system?

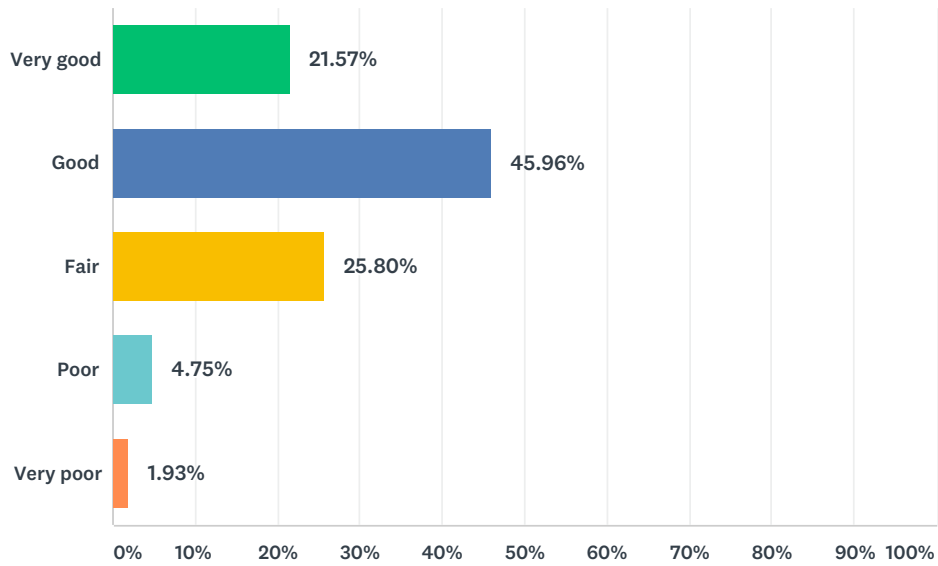
Answered: 878 Skipped: 126



ANSWER CHOICES	RESPONSES	
Very good	29.73%	261
Good	41.23%	362
Fair	18.11%	159
Poor	6.04%	53
Very poor	4.90%	43
TOTAL		878

Q27 How would you rate the social media (Facebook/Twitter) efforts of your school?

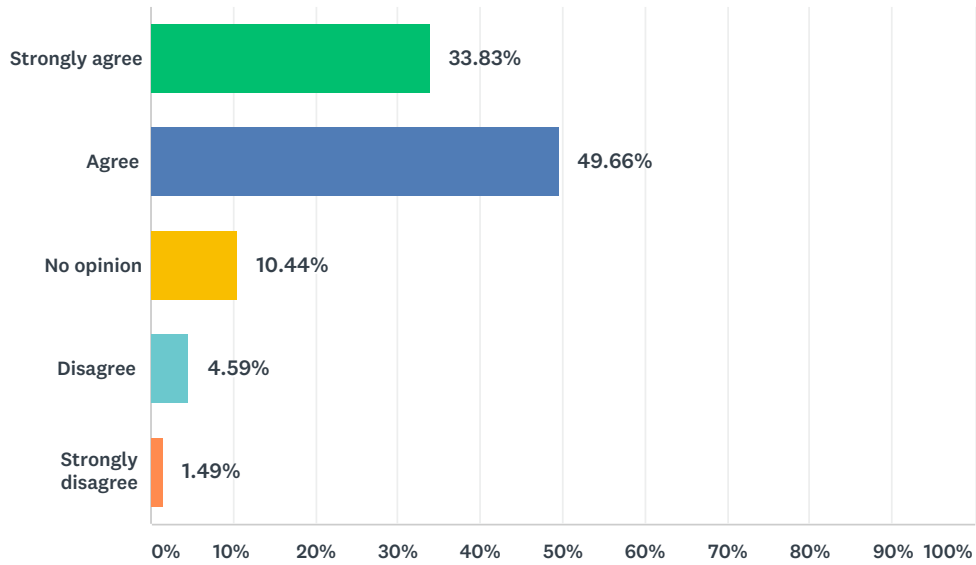
Answered: 779 Skipped: 225



ANSWER CHOICES	RESPONSES	
Very good	21.57%	168
Good	45.96%	358
Fair	25.80%	201
Poor	4.75%	37
Very poor	1.93%	15
TOTAL		779

Q28 I am informed about what is going on at my child's school.

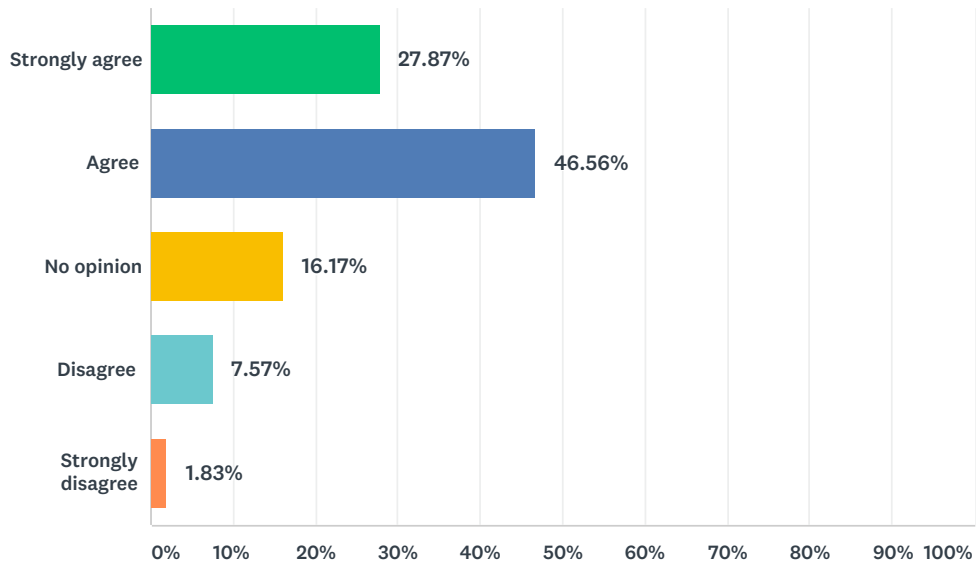
Answered: 872 Skipped: 132



ANSWER CHOICES	RESPONSES	
Strongly agree	33.83%	295
Agree	49.66%	433
No opinion	10.44%	91
Disagree	4.59%	40
Strongly disagree	1.49%	13
TOTAL		872

Q29 My child's school clearly communicates student academic progress to me.

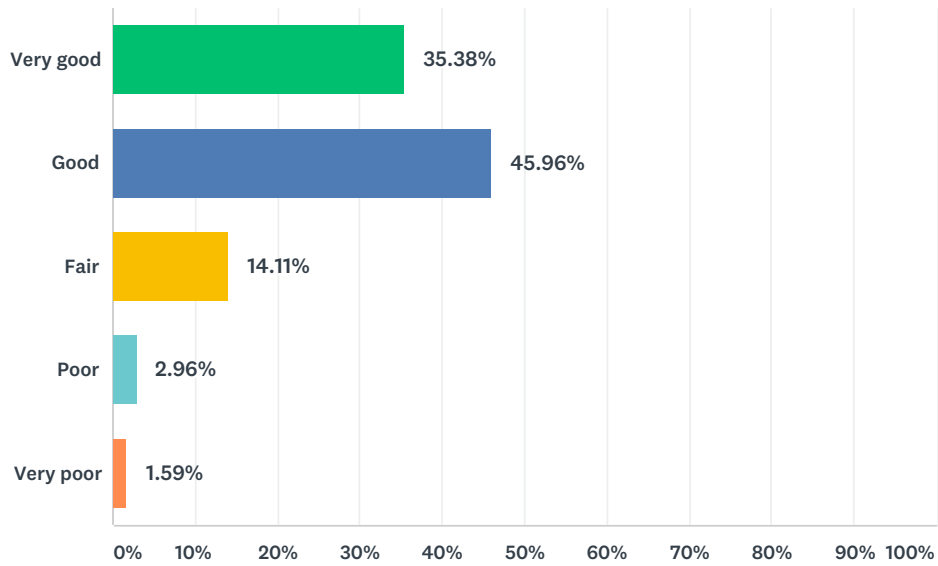
Answered: 872 Skipped: 132



ANSWER CHOICES	RESPONSES	
Strongly agree	27.87%	243
Agree	46.56%	406
No opinion	16.17%	141
Disagree	7.57%	66
Strongly disagree	1.83%	16
TOTAL		872

Q30 Overall how would you rate communication between your school and parents?

Answered: 879 Skipped: 125



ANSWER CHOICES

- Very good
- Good
- Fair
- Poor
- Very poor
- TOTAL

RESPONSES

Very good	35.38%	311
Good	45.96%	404
Fair	14.11%	124
Poor	2.96%	26
Very poor	1.59%	14
TOTAL		879